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the time to read and digest the ideas and concepts presented in this book.

## **Jony Ive: The Genius Behind Apple's Greatest Products ...**

Jony Ive, a British designer and a great man behind the design of most of the Apple products. Leander really penned it nicely and it amazed me when they mentioned as it is even possible

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for them to run Apple  
without Jobs but hard  
without Jony Ive.

## **Jony Ive: The Genius Behind Apple's Greatest Products by ...**

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Ive, then a star design student at Newcastle..

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Business Insider has published an excerpt from Leander Kahney's book Jony Ive: The Genius Behind Apple's Greatest Products that details Ive's first time heading up an Apple design project ...

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**The little-known  
story of Jony Ive's  
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Jony Ive: The Genius Behind Apple's Greatest Products tells the riveting story of a creative genius, from his early interest in industrial design to his meteoric rise, as well as the principles and practices that led Ive to become the designer of his generation.

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Sir Jonathan Paul "Jony"

Ive KBE HonFREng RDI

(born 27 February

1967) is an English

industrial, product and

architectural designer.

Ive was Chief Design

Officer (CDO) of Apple

Inc., and is now the

serving Chancellor of

the Royal College of

Art.He joined Apple in

September 1992,

where he remained

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until his departure in

November 2019.

Following several years of designing Apple products, he was ...

## **Jony Ive - Wikipedia**

With the death of Steve Jobs in 2011, JONY IVE has become the most important person at Apple. Some would argue he always was. Steve Jobs discovered Ive in 1997, when he found the scruffy British designer

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toiling away in a studio surrounded by hundreds of sketches and prototypes.

## **Jony Ive: The Genius Behind Apple's Greatest Products ...**

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Jony Ive is a rare

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## **Jony Ive on Apple Books**

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Jony Ive's collaboration with Jobs would produce some of the world's most iconic technology products, including the iMac, iPod, iPad, and iPhone. Ive's work helped reverse Apple's long decline, overturned entire industries, and created a huge global fan base.

## **Jony Ive on Apple Books**

An intimate look at the

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legendary British  
designer behind

Apple's most iconic products - including the Apple Watch With the death of Steve Jobs in 2011, JONY IVE has become the most important person at Apple. Some would argue he always was.

## **Jony Ive su Apple Books**

Apple Chief Design Officer Jony Ive spoke with VOGUE Editor-in-

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Chief Anna Wintour as  
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Henry L. Roediger III,  
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Scott Forstall is the iOS boss at Apple who pops up at keynotes and in Apple's shiny white-backgrounded videos to talk iOS features, but that belies his actual importance at the company.

Businessweek has an in-depth profile on the gifted, relentless, and polarizing engineer.

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